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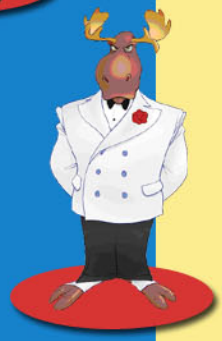

FOODFIGHT! is about what happens in a supermarket at night when the lights go out. After the people leave, a bustling 'marketopolis' springs to life with the aisles turning into busy city streets and lively neighborhoods. Populating the "city" are some familiar Product Icons (or 'Ikes' as they call themselves) such as Mr. Clean, Charlie the Tuna and Twinkie the Kid. And there's also an entire new group of characters like Dex Dogtective, Daredevil Dan and Sunshine Goodness. One evening, Lady X and her evil Brand X crew appear on the scene, with plans to take over the store. That's when Dex and his trusty sidekick Dan are called upon to save the day, in what will surely be the hugest FOODFIGHT ever!

Lions Gate Family Entertainment is releasing the fully CG animated pic as their flagship theatrical film due out for wide release in fall 2006. FOODFIGHT! is a big, fun, movie for the whole family, kids, teens and adults.

Threshold Animation Studios has established a relationship with industry leader IBM to develop the first worldwide, "computing on demand" networked production company. Threshold is the first animation studio to be powered by 40,000 remote computers from the IBM On Demand Center.

Threshold's management is the same team that helped turn Mortal Kombat into the fifth largest entertainmentfranchise in the world, grossing nearly $5 Billion at retail.

The film will be supported by a tremendous marketing campaign from the studio and promotional partners from some of the largest CPG companies in the world.

Charlie Sheen, Eva Longoria, Wayne Brady and Hilary Duff and Haylie Duff are among those voicing the pic.

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